IN THE CLAIMS:

The claims listed below replace all previously filed versions of the claims.

1-37. (Cancelled)

38. (Currently Amended) The method according to claim 52, wherein ~~the content distributor is~~ a broadcaster <u>arranges the advertising</u>.

39. (Previously Presented) The method according to claim 52, wherein the one or more constraints are received from an advertiser.

40. (Currently Amended) The method according to claim 39, further comprising placing an order, by the advertiser to [the] <u>a</u> content distributor, to deliver the advertisement only to the one or more <u>devices,</u> target users or reception locations at the estimated price.

41. (Currently Amended) The method according to claim 40, further comprising delivering, after receiving the order for delivering the advertisement over [a] <u>the</u> network, the advertisement only to <u>the</u> one or more ~~of the~~ <u>devices,</u> target users or reception locations.

42. (Previously Presented) The method according to claim 41, wherein the advertisement is delivered using an advertising period when transmitting content.

43. (Previously Presented) The method according to claim 41, wherein the advertisement is delivered during an advertising period when transmitting content.

44. (Previously Presented) The method according to claim 43, wherein the advertising period is allocated based on one or more delivery parameters.

45. (Previously Presented) The method according to claim 44, wherein the one or more delivery parameters are specified in the one or more constraints.

46. (Currently Amended) The method according to claim 43, wherein the advertising period is allocated with respect to the content to be delivered to each of the <u>one or more devices,</u> target users or reception locations.

47. (Currently Amended) The method according to claim 43, wherein

2

the advertising period is embedded in content to be transmitted to each of the one or more

devices, target users or reception locations; and

the advertisement is delivered to each of the one or more devices, target users or

reception locations and only to the one or more devices, target users or reception locations during

transmission of the content, whether before, after, or by interrupting the content, or by placing

the advertised product or service in the content itself and by inserting the advertisement into the

advertising period.

48. (Previously Presented) The method according to claim 52, wherein the one or more

constraints include a geographic constraint.

49. (Currently Amended) The method according to claim 52, wherein the one or more

constraints includes a demographic constraint based on at least one of gender, income, age, or the

number of ~~if~~ targeted users at a device or reception location.

50. (Previously Presented) The method according to claim 52, wherein the one or more

constraints include a time constraint, including at least one of a time frame within which the

delivery of the advertisement is to be completed, a desired duration of each single exposure, or a

desired repetition rate with respect to a unit time.

51. (Cancelled)

52. (Currently Amended) A computerized method for arranging advertising over a

network comprising:

receiving one or more constraints related to an advertisement ~~by a content distributor~~

~~over a network,~~ wherein the one or more constraints define desired characteristics of one or more

devices, target users or reception locations to whom the advertisement is to be delivered;

determining an estimated price for delivery of the advertisement, ~~by or on behalf of the~~

~~content distributor but not by an advertiser,~~ based on a selection of the one or more ~~of the~~

devices, target users or reception locations where the advertisement is to be delivered, wherein

the one or more <u>devices,</u> target users or reception locations are selected, ~~by or on behalf of the~~ ~~content distributor,~~ to meet each of the one or more constraints; and

sending the estimated price over the network;

wherein ~~said~~ <u>the</u> determining comprises:

searching information related to <u>the one or more devices, target users or reception</u> <u>locations</u> ~~a plurality of individuals or locations,~~ each having a profile,

identifying the one or more <u>devices,</u> target users or reception locations by comparing the one or more constraints to the profiles of the ~~plurality of individuals or~~ ~~locations and identifying the~~ <u>one or more devices,</u> target users or reception locations ~~whose profiles match the one or more constraints~~, and

calculating, based on the identified one or more <u>devices,</u> target users or reception locations, the estimated price for delivering the advertisement to the identified one or more <u>devices,</u> target user<u>s</u> or reception locations, ~~and~~ wherein ~~said~~ <u>the</u> calculating ~~the~~ ~~estimated price~~ comprises:

determining an overall desirability for each of the <u>one or more devices,</u> target users or reception locations <u>by: accessing at least one first value associated</u> <u>with each device, target user or reception location with respect to the one or more</u> <u>constraints, wherein the at least one first value indicates the desirability of the one</u> <u>or more devices, target users or reception locations with respect to the one or</u> <u>more constraints from a content distributor's perspective; accessing at least one</u> <u>second value, specified by the advertiser, with respect to the one or more</u> <u>constraints, wherein the at least one second value indicates the desirability of the</u> <u>one or more constraints from the advertiser's perspective; and computing the</u> <u>overall desirability for the one or more devices, target users, or reception locations</u> <u>based on the at least one first value and the at least one second value;</u>

4

calculating computing an individual price for delivering the advertisement

to each of the one or more devices, target users or reception locations based on the

overall desirability for each of the one or more devices, [of the] target users or

reception locations, and

computing the estimated price for delivering the advertisement to the one

or more devices, target users or reception locations based on the calculated

individual prices.

53. (Currently Amended) The method according to claim 52, wherein each first value is

an index value for each constraint and each second value is a coefficient value for each constraint

said determining an overall desirability comprises:

accessing an index value associated with the target user or reception locations with

respect to each of the one or more constraints, wherein the index value indicates the desirability

of the target user or reception locations in terms of the constraint from the content distributor's

perspective;

retrieving a coefficient value, specified by the advertiser, with respect to each of the one

or more constraints, wherein the coefficient value indicates the desirability of the constraint from

the advertiser's perspective; and

computing the overall desirability for target user or reception location based on the index

value and the coefficient value associated with the target user or reception location with respect

to each of the one or more constraints.

54. (Currently Amended) A computerized method for an advertiser, comprising:

receiving an estimated price, over a network, related to delivering an advertisement to

one or more devices, target users or reception locations;

placing an order with a content distributor for delivering the advertisement to the one or

more devices, target users or reception locations at the estimated price; wherein the one or more

devices, target users or reception locations are selected by, or on behalf of the content distributor

5

but not by the advertiser, who meet as meeting one or more constraints which define desired characteristics of the one or more devices, target users or reception locations to whom the advertisement is being delivered; wherein the estimated price is computed by:

determining an overall desirability for each of the one or more devices, target users or reception locations, by: accessing at least one first value associated with each device, target user or reception location with respect to the one or more constraints, wherein the at least one first value indicates the desirability of the one or more devices, target users or reception locations with respect to the one or more constraints from a content distributor's perspective; accessing at least one second value, specified by the advertiser, with respect to the one or more constraints, wherein the at least one second value indicates the desirability of the one or more constraints from the advertiser's perspective; and computing the overall desirability for the one or more devices, target users, or reception locations based on the at least one first value and the at least one second value;

calculating computing an individual price for delivering the advertisement to each of the one or more devices, target users or reception locations based on the overall desirability of each of the one or more devices, [the] target users or reception locations; and

computing the estimated price for delivering the advertisement to the one or more devices, target users or reception locations based on the calculated computed individual prices.

55. (Currently Amended) The method according to claim 54, wherein the one or more constraints define one or more delivery parameters based on which advertisement is to be delivered to each of the one or more devices, target users or reception locations.

56. (Previously Presented) The method according to claim 54, wherein the advertisement is delivered during an advertising period.

6

57. (Currently Amended) The method according to claim 56, wherein the advertising period is allocated based on the one or more delivery parameters.

58. (Currently Amended) The method according to claim 56, wherein the advertising period is allocated in content to be delivered to a device, target user or reception location.

59. (Currently Amended) The method according to claim 54, wherein the estimated price is received from a content distributor which computes the estimated price based on the one or more devices, target users or reception locations selected using the one or more constraints.

60. (Previously Presented) The method according to claim 59, wherein the content distributor is a broadcaster.

61. (Currently Amended) The method according to claim 56, wherein the advertisement is delivered to the one or more devices, target users or reception locations and only to the one or more devices, target users or reception location during transmission of the content for the one or more devices, target users or reception location, whether before or after, or by interrupting the content, or by placing the advertised product or service in the content itself and by inserting the advertisement into the allocated advertising period.

62. (Previously Presented) The method according to claim 54, wherein the one or more constraints are provided by the advertiser prior to receiving the estimated price.

63. (Cancelled)

64. (Currently Amended) The method according to claim 74, further comprising receiving the one or more constraints prior to said the determining.

65. (Previously Presented) The method according to claim 74, wherein the estimated price is sent to at least one advertiser.

66. (Previously Presented) The method according to claim 74, further comprising receiving an order from an advertiser to deliver the advertisement at the estimated price.

7

67. (Currently Amended) The method according to claim 66, further comprising delivering, after receiving the order, the advertisement to the one or more devices, target users or reception locations.

68. (Currently Amended) The method according to claim 74, wherein the one or more constraints define one or more delivery parameters based on which advertisement is to be delivered to each of the one or more devices, target users or reception locations.

69. (Previously Presented) The method according to claim 74, wherein the advertisement is delivered during an advertisement period.

70. (Currently Amended) The method according to claim 69, wherein the advertising period is allocated based on the one or more delivery parameters.

71. (Currently Amended) The method according to claim 69, wherein the advertising period is allocated in content to be delivered to a device, target user or reception location.

72. (Currently Amended) The method according to claim 69, wherein

the advertising period is embedded in the content to be transmitted to each of the one or more devices, target users or reception locations; and

the advertisement is delivered to each of the one or more devices, target users or reception locations during transmission of the content, whether before or after, or by interrupting the content, or by placing the advertised product or service in the content itself and by inserting the advertisement into the advertising period.

73. (Currently Amended) The method according to claim 74, wherein said the determining comprises:

searching information related to a plurality of individuals or locations, each having a profile; and

selecting the one or more devices, target users or reception locations by comparing the one or more constraints to the profiles of the plurality of individuals or locations and identifying

8

the <u>one or more devices,</u> target users or reception locations whose profiles match the one or more constraints.

74. (Currently Amended) A <u>computerized</u> method for a content distributor, comprising:

selecting one or more <u>devices,</u> target users or reception locations based on one or more constraints related to an advertisement, wherein the one or more constraints define desired characteristics of the one or more <u>devices,</u> target users or reception locations to whom the advertisement is to be delivered;

~~computing~~ <u>calculating</u> an estimated price for delivering the advertisement based on the one or more <u>devices,</u> target users or reception locations selected using the one or more constraints; and

sending the estimated price over a network;

wherein ~~said computing~~ <u>the calculating of</u> the estimated price comprises:

determining an overall desirability for each of the <u>one or more devices,</u> target users or reception locations, <u>by: accessing at least one first value associated with each device, target user or reception location with respect to the one or more constraints, wherein the at least one first value indicates the desirability of the one or more devices, target users or reception locations with respect to the one or more constraints from a content distributor's perspective; accessing at least one second value, specified by the advertiser, with respect to the one or more constraints, wherein the at least one second value indicates the desirability of the one or more constraints from the advertiser's perspective; and computing the overall desirability for the one or more devices, target users, or reception locations based on the at least one first value and the at least one second value;</u>

~~calculating the~~ <u>computing an</u> individual price for delivering the advertisement to each of the one or more <u>devices,</u> target users or reception locations based on the overall desirability of <u>each of</u> the <u>one or more devices,</u> target users or reception locations, and

9

computing the estimated price for delivering the advertisement to the one or more

devices, target users or reception locations based on the calculated individual prices.

75. (Currently Amended) The method according to claim 69, further comprising allocating, based on the one or more constraints, the advertising period in content scheduled to be transmitted to a target user the one or more devices, target users or reception locations.

76. (Currently Amended) The method according to claim 75, wherein the advertisement is delivered during transmission of content using an advertising period allocated in the content to be transmitted to each of the one or more devices, target users or reception locations.

77. (Cancelled)

78. (Currently Amended) The method according to claim 79 wherein the one or more constraints define one or more delivery parameters based on which advertisement is to be delivered to each of the one or more devices, target users or reception locations.

79. (Currently Amended) A computerized method for pricing individualized advertising over a network, comprising:

receiving one or more constraints to be used in determining one or more devices, target users or reception locations to which the advertisement is to be delivered;

selecting the one or more devices, target users or reception locations, by or on behalf of a content distributor, by comparing the one or more constraints to profiles of one or more of the a plurality of individuals or locations and identifying devices, target users or reception locations whose profiles match the one or more constraints; and

calculating the estimated price for delivering the advertisement to the one or more devices, target users or reception locations based on a degree of match between each of the one or more devices, target users or reception locations and the one or more constraints, wherein the one or more constraints define desired characteristics of the one or more devices, target users or reception locations[;], wherein said the calculating of the estimated price comprises:

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determining an overall desirability for each of the <u>one or more devices,</u> target

users or reception locations, <u>by: accessing at least one first value associated with each</u>

<u>device, target user or reception location with respect to the one or more constraints,</u>

<u>wherein the at least one first value indicates the desirability of the one or more devices,</u>

<u>target users or reception locations with respect to the one or more constraints from a</u>

<u>content distributor's perspective; accessing at least one second value, specified by the</u>

<u>advertiser, with respect to the one or more constraints, wherein the at least one second</u>

<u>value indicates the desirability of the one or more constraints from the advertiser's</u>

<u>perspective; and computing the overall desirability for the one or more devices, target</u>

<u>users, or reception locations based on the at least one first value and the at least one</u>

<u>second value;</u>

~~calculating~~ <u>computing</u> an individual price for delivering the advertisement to each

<u>device,</u> target user or reception location based on the overall desirability <u>of the one or</u>

<u>more devices, target users, or reception locations</u> ~~of the target user or reception location~~

~~and a delivery schedule for delivering the advertisement to the target user or reception~~

~~location~~; and

~~calculating~~ <u>computing</u> the estimated price for delivering the advertisement to the

one or more <u>devices,</u> target users or reception locations based on the calculated individual

prices; <u>and</u>

~~wherein the overall desirability is determined based on both the perspective to the~~

~~content distributor who is to deliver the advertisement to the target users and the~~

~~perspective of an advertiser who desires to deliver the advertisement to target users or~~

~~reception locations who satisfy one or more constraints~~

<u>sending the estimated price over the network.</u>

80. (Currently Amended) The ~~system~~ method according to claim 79, wherein each first value is an index value for each constraint and each second value is a coefficient value for each constraint ~~said determining an overall desirability of target user comprises:~~

~~accessing an index value associated with the target user or reception location with respect to each of the constraints, wherein the index value indicates the desirability of the target user or reception locations with respect to the constraint from the content distributor's perspective;~~

~~retrieving a coefficient value, specified by the advertiser, with respect to each of the constraints, wherein the coefficient value indicates the desirability of the constraint from the advertiser's perspective; and~~

~~computing the overall desirability for the target user or reception location based on the index value and the coefficient value associated with the target user or reception location to each of the constraints.~~

81. (Currently Amended) A computerized system for advertising, comprising:

~~a content distributor device configured to offer an estimated price to deliver an advertisement;~~

an advertiser processor capable of providing one or more constraints which define desired characteristics of one or more devices; and

an advertiser client coupled to the advertiser processor capable of receiving an estimated price and placing an order ~~with content distributor~~ for delivering [the] an advertisement at the estimated price; the estimated price being based on adding up individual prices for each device location; the individual prices being based on an overall desirability of the each of the one or more devices; the overall desirability based on at least one first and at least one second value, the at least one first value indicating a desirability of the one or more devices with respect to the one or more constraints from a content distributor's perspective, and the at least one second value indicating a desirability of the one or more constraints from an advertiser's perspective; ~~and~~

~~one or more devices or target users or reception locations to which the advertiser desires to deliver and the content distributor delivers the advertisement, wherein the one or more target users or reception locations are selected by or on behalf of the content distributor according to one or more constraints which define desired characteristics of the one ore more target users or reception locations to which the advertisement is to be delivered; and~~

~~the estimated price is determined, using a computer, based on a degree of match between each of the one or more target users or reception locations and the one or more constraints;~~

> ~~wherein said computing the estimated price comprises:~~

> > ~~determining an overall desirability for each of the target users or reception locations,~~

> > ~~calculating an individual price for delivering the advertisement to each of the one or more target users or reception locations based on the overall desirability of the target users or reception locations, and~~

> > ~~computing the estimated price for delivering the advertisement to the one or more target users or reception locations based on the calculated individual prices~~.

82. (Currently Amended) The system according to claim 81, wherein the one or more constraints define one or more delivery parameters based on which advertisement is to be delivered to each of the one or more <u>devices</u> ~~target users or reception locations~~.

83. (Previously Presented) The system according to claim 81, wherein the advertisement is delivered during an advertising period.

84. (Currently Amended) The system according to claim 83, wherein the advertising period is allocated based on the <u>one or more</u> delivery parameters.

85. (Currently Amended) The system according to claim 83, wherein the advertising period is allocated in content to be delivered to a <u>device</u> ~~target user or reception location~~.

86. (Currently Amended) The system according to claim 83, wherein

13

the advertising period is embedded in [the] content to be transmitted to each of the one or more ~~devices~~ ~~target users or reception locations~~; and

the advertisement is delivered to each of the one or more ~~users~~ devices during transmission of the content by inserting the advertisement into the advertising period.

87. (Previously Presented) The system according to claim 81, wherein the one or more constraints include at least one of a demographic constraint or a geographic constraint.

88. (Currently Amended) The system according to claim 81, wherein the ~~content~~ ~~distributor device~~ advertiser processor or computer is a ~~broadcaster~~ server.

89. (Previously Presented) The system according to claim 81, wherein the one or more constraints are received from the advertiser client.

90. (Currently Amended) The system according to claim 81, wherein [the] a content distributor ~~device~~ processor is configured to:

identify the one or more devices ~~target users or reception locations~~ based on the one or more constraints; and

calculate the estimated price based on the identified ~~selected~~ one or more devices ~~target users or reception locations~~.

91. (Currently Amended) The system according to claim 89, wherein [the] a content distributor ~~device~~ processor is configured to transmit content and/or advertising only to the one or more devices ~~target users or reception locations~~ after receiving the order from the advertiser.

92. (Currently Amended) The system according to claim 87, wherein the advertiser client is configured to:

receive an offer with the estimated price to deliver the advertisement to the one or more devices ~~target users or reception locations~~ selected based on the one or more constraints; and

accept the offer by placing the order to deliver the advisement to the one or more devices ~~target users or reception locations~~ at the advertised price.

14

93. (Currently Amended) The system according to claim 81, wherein the advertiser client is configured to provide, prior to receiving the estimated price, the one or more constraints to be used in determining the one or more <u>devices</u> ~~target users or reception locations~~.

94. (Previously Presented) The system according to claim 81, wherein the advertiser client is configured to solicit an offer for delivering the advertisement in a manner satisfying the one or more constraints prior to receiving the offer.

95. (Currently Amended) A <u>computerized</u> system for a content distributor ~~device~~, comprising:

<u>a content distributor processor capable of delivering an advertisement to one or more devices selected as meeting one or more constraints which define desired characteristics of the one or more devices; and</u>

<u>a content distributor client coupled to the content distributor processor, comprising:</u>

an order component configured to receive and to process one or more constraints;

a profile component configured to identify <u>the</u> one or more <u>devices</u> ~~target users or reception locations~~ which meet each of the one or more constraints; <u>and</u>

a pricing component configured to derive an estimated price to deliver the advertisement using the advertising period to the one or more <u>devices</u> ~~target users or reception locations~~ during transmission of content, ~~wherein~~ the one or more constraints ~~define~~ <u>defining</u> desired characteristics of the one or more <u>devices</u> ~~target users or reception locations~~ to which the advertisement is to be delivered; ~~and~~ the estimated price <u>based on calculated individual prices for delivering the advertisement to each of the one or more devices;</u> ~~is determined, using a computer, by determining an overall desirability for each of the target users or reception locations, calculating an~~ <u>each calculated</u> individual price for delivering the advertisement to each of the one or more <u>devices</u> ~~target users or reception locations~~ based on [the] <u>an</u> overall desirability <u>for each of the one or more devices</u> ~~of the target users or reception locations;~~ <u>the overall desirability based on at least</u>

15

one first and at least one second value, the at least one first value indicating a desirability of the one or more devices with respect to the one or more constraints from a content distributor's perspective, and the at least one second value indicating a desirability of the one or more constraints from an advertiser's perspective ~~and computing the estimated price for delivering the advertisement to one or more target users or reception locations based on the calculated individual prices~~.

96. (Currently Amended) The system according to claim 95, where the one or more constraints define one or more delivery parameters based on which advertisement is scheduled to be delivered to each of the one or more devices ~~target users or reception locations~~.

97. (Currently Amended) The system according to claim 93 wherein the pricing component is configured to:

calculate an individual price for delivering the advertisement to each of the one or more devices ~~target users or reception locations~~ based on an overall demand for the one or more devices ~~target user or reception locations~~; and

compute the estimated price for delivering the advertisement to the one or more devices ~~target users or reception locations~~ based on the individual prices computed with respect to delivering the advertisement to each of the one or more devices ~~target users or reception locations~~.

98. (Currently Amended)) The system according to claim 97, wherein the content distributor ~~device~~ processor is confined to transmit the advertisement and/or content embedded with an advertising period inserted with the advertisement only to the one or more devices ~~target users or reception locations~~.

99. (Currently Amended) ~~An advertiser client configured to~~ A computerized system for advertising, comprising:

a content distributor processor capable of delivering an advertisement to one or more devices; and

solicit an offer, over a network, for delivering an advertisement to one or more target uses satisfying one or more constraints;

a content distributor client coupled to the content distributor processor capable of soliciting receive an offer, over the a network from a content distributor, for transmitting the an advertisement at an estimated price to the one or more devices satisfying one or more constraints; at an estimated price; and accept the offer over the network, wherein the one or more constraints define defining desired characteristics of the one or more devices target users to whom the advertisement is to be delivered; and the estimated price [is] based on calculated individual prices for delivering the advertisement to each of the one or more devices; the calculated individual prices based on computed by determining an _overall desirability for each of the devices target users or reception locations; the overall desirability based on at least one first and at least one second value, the at least one first value indicating a desirability of the one or more devices with respect to the one or more constraints from a content distributor's perspective, and the at least one second value indicating a desirability of the one or more constraints from an advertiser's perspective; calculating an individual price for delivering the advertisement to each of the one or more target users or reception locations based on the overall desirability of the target users or reception locations; and computing the estimated price for delivering the advertisement to one or more target users or reception locations based on the calculated individual prices.

100. (Currently Amended) The system according to claim 99, wherein the one or more constraints define one or more delivery parameters based on which advertisement is scheduled to be delivered to each of the one or more devices target users or reception locations.

101. (Currently Amended) The system according to claim 99, wherein [the] an advertiser client is configured to generate, prior to soliciting the offer, the one or more constraints to be used in determining the one or more devices target users or reception locations.

102. (Currently Amended) The system according to claim 101, wherein the estimated price is determined based on a degree of match between each of the one or more devices ~~target users or reception locations~~ and the one or more constraints.

103. (Cancelled)

104. (Currently Amended) The system according to claim 105, wherein the one or more constraints define one or more delivery parameters <u>a delivery parameter</u> based on which advertisement is scheduled to be delivered to each of the one or more <u>devices</u> ~~target users or reception locations~~.

105. (Currently Amended) A <u>computerized</u> system for <u>an advertiser</u> ~~computing a price for delivering an advertisement~~, comprising:

<u>an advertiser processor capable of providing one or more constraints which define desired characteristics of one or more devices; and</u>

<u>an advertiser client coupled to the advertiser processor, comprising:</u>

a profile component configured to <u>receive an offer for transmitting an advertisement at an estimated price to the</u> ~~identify one or more target users or reception locations~~ <u>one or more devices</u> based on <u>the</u> one or more constraints; ~~and a pricing component configured to derive an estimated price for delivering the advertisement to the one or more users or reception locations, wherein~~ the one or more constraints ~~define~~ <u>defining</u> desired characteristics of the one or more <u>devices</u> ~~target users or reception locations~~ to whom the advertisement is to be delivered; [and] the estimated price ~~is derived~~ <u>based on:</u> ~~based on a degree of match between each of the one or more target users or reception locations and the one or more constraints; wherein the pricing component is configured to:~~ ~~calculate an~~ individual price<u>s</u> for delivering the advertisement to each of the one or more <u>devices</u> ~~target users or reception locations~~; <u>the individual prices</u> based on an overall desirability <u>for each of the one or more devices; the overall desirability based on at least one first and at least one second value, the at least</u>

one first value indicating the desirability of the one or more devices with respect to the one or more constraints from a content distributor's perspective, and the at least one second value indicating the desirability of the one or more constraints from an advertiser's perspective; ~~for the target user; and compute the estimated price for delivering the advertisement to the one or more target users or reception locations based on the individual prices computed with respect to each of the one or more target users or reception locations~~; and

an accepting component for accepting the offer over the network.

106. (Currently Amended) The system according to claim 105, wherein each first value is an index value for each constraint and each second value is a coefficient value for each constraint ~~the pricing component is configured to:~~

~~access an index value associated with a target user or reception location[s] with respect to each of the one or more constraints;~~

~~retrieve a coefficient value with respect to each of the one or more constraints, wherein the overall desirability of the target user or reception location is computed based on the index value associated with the target user or reception location and the coefficient value with respect to each of the one or more constraints;~~

~~wherein the index value indicates the desirability of the target user or reception location with respect to one of the constraints from a perspective of the content distributor capable of transmitting the advertisement to the target user or reception location, and~~

~~the coefficient value indicates the desirability of the constraint from the advertiser's perspective.~~

107-109 (Cancelled)

Pursuant to the Examiner's request, also attached is a clean copy of the claims:

1-37. (Cancelled)

38. The method according to claim 52, wherein a broadcaster arranges the advertising.

39. The method according to claim 52, wherein the one or more constraints are received from an advertiser.

40. The method according to claim 39, further comprising placing an order, by the advertiser to a content distributor, to deliver the advertisement only to the one or more devices, target users or reception locations at the estimated price.

41. The method according to claim 40, further comprising delivering, after receiving the order for delivering the advertisement over the network, the advertisement only to the one or more devices, target users or reception locations.

42. The method according to claim 41, wherein the advertisement is delivered using an advertising period when transmitting content.

43. The method according to claim 41, wherein the advertisement is delivered during an advertising period when transmitting content.

44. The method according to claim 43, wherein the advertising period is allocated based on one or more delivery parameters.

45. The method according to claim 44, wherein the one or more delivery parameters are specified in the one or more constraints.

46. The method according to claim 43, wherein the advertising period is allocated with respect to the content to be delivered to each of the one or more devices, target users or reception locations.

47. The method according to claim 43, wherein

the advertising period is embedded in content to be transmitted to each of the one or more devices, target users or reception locations; and

the advertisement is delivered to each of the one or more devices, target users or reception locations and only to the one or more devices, target users or reception locations during transmission of the content, whether before, after, or by interrupting the content, or by placing the advertised product or service in the content itself and by inserting the advertisement into the advertising period.

48. The method according to claim 52, wherein the one or more constraints include a geographic constraint.

49. The method according to claim 52, wherein the one or more constraints includes a demographic constraint based on at least one of gender, income, age, or the number of targeted users at a device or reception location.

50. The method according to claim 52, wherein the one or more constraints include a time constraint, including at least one of a time frame within which the delivery of the advertisement is to be completed, a desired duration of each single exposure, or a desired repetition rate with respect to a unit time.

51. (Cancelled)

52. A computerized method for arranging advertising over a network comprising:

receiving one or more constraints related to an advertisement, wherein the one or more constraints define desired characteristics of one or more devices, target users or reception locations to whom the advertisement is to be delivered;

determining an estimated price for delivery of the advertisement, based on a selection of the one or more devices, target users or reception locations where the advertisement is to be delivered, wherein the one or more devices, target users or reception locations are selected to meet each of the one or more constraints; and

sending the estimated price over the network;

wherein the determining comprises:

searching information related to the one or more devices, target users or reception locations, each having a profile,

identifying the one or more devices, target users or reception locations by comparing the one or more constraints to the profiles of the one or more devices, target users or reception locations, and

calculating, based on the identified one or more devices, target users or reception locations, the estimated price for delivering the advertisement to the identified one or more devices, target users or reception locations, wherein the calculating comprises:

determining an overall desirability for each of the one or more devices, target users or reception locations by: accessing at least one first value associated with each device, target user or reception location with respect to the one or more constraints, wherein the at least one first value indicates the desirability of the one or more devices, target users or reception locations with respect to the one or more constraints from a content distributor's perspective; accessing at least one second value, specified by the advertiser, with respect to the one or more constraints, wherein the at least one second value indicates the desirability of the one or more constraints from the advertiser's perspective; and computing the overall desirability for the one or more devices, target users, or reception locations based on the at least one first value and the at least one second value;

computing an individual price for delivering the advertisement to each of the one or more devices, target users or reception locations based on the overall desirability for each of the one or more devices, target users or reception locations, and

computing the estimated price for delivering the advertisement to the one or more devices, target users or reception locations based on the calculated individual prices.

22

53. The method according to claim 52, wherein each first value is an index value for each constraint and each second value is a coefficient value for each constraint.

54. A computerized method for an advertiser, comprising:

receiving an estimated price, over a network, related to delivering an advertisement to one or more devices, target users or reception locations;

placing an order with a content distributor for delivering the advertisement to the one or more devices, target users or reception locations at the estimated price; wherein the one or more devices, target users or reception locations are selected as meeting one or more constraints which define desired characteristics of the one or more devices, target users or reception locations to whom the advertisement is being delivered; wherein the estimated price is computed by:

determining an overall desirability for each of the one or more devices, target users or reception locations, by: accessing at least one first value associated with each device, target user or reception location with respect to the one or more constraints, wherein the at least one first value indicates the desirability of the one or more devices, target users or reception locations with respect to the one or more constraints from a content distributor's perspective; accessing at least one second value, specified by the advertiser, with respect to the one or more constraints, wherein the at least one second value indicates the desirability of the one or more constraints from the advertiser's perspective; and computing the overall desirability for the one or more devices, target users, or reception locations based on the at least one first value and the at least one second value;

computing an individual price for delivering the advertisement to each of the one or more devices, target users or reception locations based on the overall desirability of each of the one or more devices, target users or reception locations; and

computing the estimated price for delivering the advertisement to the one or more devices, target users or reception locations based on the computed individual prices.

23

55. The method according to claim 54, wherein the one or more constraints define one or more delivery parameters based on which advertisement is to be delivered to each of the one or more devices, target users or reception locations.

56. The method according to claim 54, wherein the advertisement is delivered during an advertising period.

57. The method according to claim 56, wherein the advertising period is allocated based on the one or more delivery parameters.

58. The method according to claim 56, wherein the advertising period is allocated in content to be delivered to a device, target user or reception location.

59. The method according to claim 54, wherein the estimated price is received from a content distributor which computes the estimated price based on the one or more devices, target users or reception locations selected using the one or more constraints.

60. The method according to claim 59, wherein the content distributor is a broadcaster.

61. The method according to claim 56, wherein the advertisement is delivered to the one or more devices, target users or reception locations and only to the one or more devices, target users or reception location during transmission of content for the one or more devices, target users or reception location, whether before or after, or by interrupting the content, or by placing the advertised product or service in the content itself and by inserting the advertisement into the allocated advertising period.

62. The method according to claim 54, wherein the one or more constraints are provided by the advertiser prior to receiving the estimated price.

63. (Cancelled)

64. The method according to claim 74, further comprising receiving the one or more constraints prior to the determining.

65. The method according to claim 74, wherein the estimated price is sent to at least one advertiser.

66. The method according to claim 74, further comprising receiving an order from an advertiser to deliver the advertisement at the estimated price.

67. The method according to claim 66, further comprising delivering, after receiving the order, the advertisement to the one or more devices, target users or reception locations.

68. The method according to claim 74, wherein the one or more constraints define one or more delivery parameters based on which advertisement is to be delivered to each of the one or more devices, target users or reception locations.

69. The method according to claim 74, wherein the advertisement is delivered during an advertisement period.

70. The method according to claim 69, wherein the advertising period is allocated based on the one or more delivery parameters.

71. The method according to claim 69, wherein the advertising period is allocated in content to be delivered to a device, target user or reception location.

72. The method according to claim 69, wherein

the advertising period is embedded in content to be transmitted to each of the one or more devices, target users or reception locations; and

the advertisement is delivered to each of the one or more devices, target users or reception locations during transmission of the content, whether before or after, or by interrupting the content, or by placing the advertised product or service in the content itself and by inserting the advertisement into the advertising period.

73. The method according to claim 74, wherein the determining comprises:

searching information related to a plurality of individuals or locations, each having a profile; and

selecting the one or more devices, target users or reception locations by comparing the one or more constraints to the profiles of the plurality of individuals or locations and identifying

the one or more devices, target users or reception locations whose profiles match the one or more constraints.

74. A computerized method for a content distributor, comprising:

selecting one or more devices, target users or reception locations based on one or more constraints related to an advertisement, wherein the one or more constraints define desired characteristics of the one or more devices, target users or reception locations to whom the advertisement is to be delivered;

calculating an estimated price for delivering the advertisement based on the one or more devices, target users or reception locations selected using the one or more constraints; and

sending the estimated price over a network;

wherein the calculating of the estimated price comprises:

determining an overall desirability for each of the one or more devices, target users or reception locations, by: accessing at least one first value associated with each device, target user or reception location with respect to the one or more constraints, wherein the at least one first value indicates the desirability of the one or more devices, target users or reception locations with respect to the one or more constraints from a content distributor's perspective; accessing at least one second value, specified by the advertiser, with respect to the one or more constraints, wherein the at least one second value indicates the desirability of the one or more constraints from the advertiser's perspective; and computing the overall desirability for the one or more devices, target users, or reception locations based on the at least one first value and the at least one second value;

computing an individual price for delivering the advertisement to each of the one or more devices, target users or reception locations based on the overall desirability of each of the one or more devices, target users or reception locations, and

26

computing the estimated price for delivering the advertisement to the one or more

devices, target users or reception locations based on the calculated individual prices.

75. The method according to claim 69, further comprising allocating, based on the one or

more constraints, the advertising period in content scheduled to be transmitted to the one or more

devices, target users or reception locations.

76. The method according to claim 75, wherein the advertisement is delivered during

transmission of content using an advertising period allocated in the content to be transmitted to

each of the one or more devices, target users or reception locations.

77. (Cancelled)

78. The method according to claim 79 wherein the one or more constraints define one or

more delivery parameters based on which advertisement is to be delivered to each of the one or

more devices, target users or reception locations.

79. A computerized method for pricing individualized advertising over a network,

comprising:

receiving one or more constraints to be used in determining one or more devices, target

users or reception locations to which the advertisement is to be delivered;

selecting the one or more devices, target users or reception locations by comparing the

one or more constraints to profiles of one or more of the devices, target users or reception

locations; and

calculating the estimated price for delivering the advertisement to the one or more

devices, target users or reception locations based on a degree of match between each of the one

or more devices, target users or reception locations and the one or more constraints, wherein the

one or more constraints define desired characteristics of the one or more devices, target users or

reception locations, wherein said the calculating of the estimated price comprises:

determining an overall desirability for each of the one or more devices, target

users or reception locations, by: accessing at least one first value associated with each

device, target user or reception location with respect to the one or more constraints, wherein the at least one first value indicates the desirability of the one or more devices, target users or reception locations with respect to the one or more constraints from a content distributor's perspective; accessing at least one second value, specified by the advertiser, with respect to the one or more constraints, wherein the at least one second value indicates the desirability of the one or more constraints from the advertiser's perspective; and computing the overall desirability for the one or more devices, target users, or reception locations based on the at least one first value and the at least one second value;

computing an individual price for delivering the advertisement to each device, target user or reception location based on the overall desirability of the one or more devices, target users, or reception locations; and

computing the estimated price for delivering the advertisement to the one or more devices, target users or reception locations based on the calculated individual prices; and

sending the estimated price over the network.

80. The method according to claim 79, wherein each first value is an index value for each constraint and each second value is a coefficient value for each constraint.

81. A computerized system for advertising, comprising:

an advertiser processor capable of providing one or more constraints which define desired characteristics of one or more devices; and

an advertiser client coupled to the advertiser processor capable of receiving an estimated price and placing an order for delivering an advertisement at the estimated price; the estimated price being based on adding up individual prices for each device location; the individual prices being based on an overall desirability of the each of the one or more devices; the overall desirability based on at least one first and at least one second value, the at least one first value indicating a desirability of the one or more devices with respect to the one or more constraints

28

from a content distributor's perspective, and the at least one second value indicating a desirability of the one or more constraints from an advertiser's perspective.

82. The system according to claim 81, wherein the one or more constraints define one or more delivery parameters based on which advertisement is to be delivered to each of the one or more devices.

83. The system according to claim 81, wherein the advertisement is delivered during an advertising period.

84. The system according to claim 83, wherein the advertising period is allocated based on the one or more delivery parameters.

85. The system according to claim 83, wherein the advertising period is allocated in content to be delivered to a device.

86. The system according to claim 83, wherein

the advertising period is embedded in content to be transmitted to each of the one or more devices; and

the advertisement is delivered to each of the one or more devices during transmission of the content by inserting the advertisement into the advertising period.

87. The system according to claim 81, wherein the one or more constraints include at least one of a demographic constraint or a geographic constraint.

88. The system according to claim 81, wherein the advertiser processor is a server.

89. The system according to claim 81, wherein the one or more constraints are received from the advertiser client.

90. The system according to claim 81, wherein a content distributor processor is configured to:

identify the one or more devices based on the one or more constraints; and

calculate the estimated price based on the identified selected one or more devices.

91. The system according to claim 89, wherein a content distributor processor is configured to transmit content and/or advertising only to the one or more devices after receiving the order from the advertiser.

92. The system according to claim 87, wherein the advertiser client is configured to:

receive an offer with the estimated price to deliver the advertisement to the one or more devices selected based on the one or more constraints; and

accept the offer by placing the order to deliver the advisement to the one or more devices at the advertised price.

93. The system according to claim 81, wherein the advertiser client is configured to provide, prior to receiving the estimated price, the one or more constraints to be used in determining the one or more devices.

94. The system according to claim 81, wherein the advertiser client is configured to solicit an offer for delivering the advertisement in a manner satisfying the one or more constraints prior to receiving the offer.

95. A computerized system for a content distributor, comprising:

a content distributor processor capable of delivering an advertisement to one or more devices selected as meeting one or more constraints which define desired characteristics of the one or more devices; and

a content distributor client coupled to the contend distributor processor, comprising:

an order component configured to receive and to process one or more constraints;

a profile component configured to identify the one or more devices which meet each of the one or more constraints; and

a pricing component configured to derive an estimated price to deliver the advertisement using the advertising period to the one or more devices during transmission of content, the one or more constraints defining desired characteristics of the one or more devices to which the advertisement is to be delivered; the estimated price based on

30

calculated individual prices for delivering the advertisement to each of the one or more

devices; each calculated individual price for delivering the advertisement to each of the

one or more devices based on an overall desirability for each of the one or more devices,

the overall desirability based on at least one first and at least one second value, the at

least one first value indicating a desirability of the one or more devices with respect to the

one or more constraints from a content distributor's perspective, and the at least one

second value indicating a desirability of the one or more constraints from an advertiser's

perspective.

96. The system according to claim 95, where the one or more constraints define one or

more delivery parameters based on which advertisement is scheduled to be delivered to each of

the one or more devices.

97. The system according to claim 93 wherein the pricing component is configured to:

calculate an individual price for delivering the advertisement to each of the one or more

devices based on an overall demand for the one or more devices; and

compute the estimated price for delivering the advertisement to the one or more devices

based on the individual prices computed with respect to delivering the advertisement to each of

the one or more devices.

98. The system according to claim 97, wherein the content distributor processor is

confined to transmit the advertisement and/or content embedded with an advertising period

inserted with the advertisement only to the one or more devices.

99. A computerized system for advertising, comprising:

a content distributor processor capable of delivering an advertisement to one or more

devices; and

a content distributor client coupled to the content distributor processor capable of

soliciting an offer, over a network, for transmitting an advertisement at an estimated price to the

one or more devices satisfying one or more constraints; the one or more constraints defining

31

desired characteristics of the one or more devices to whom the advertisement is to be delivered; the estimated price based on calculated individual prices for delivering the advertisement to each of the one or more devices; the calculated individual prices based on an overall desirability for each of the devices; the overall desirability based on at least one first and at least one second value, the at least one first value indicating a desirability of the one or more devices with respect to the one or more constraints from a content distributor's perspective, and the at least one second value indicating a desirability of the one or more constraints from an advertiser's perspective.

100. The system according to claim 99, wherein the one or more constraints define one or more delivery parameters based on which advertisement is scheduled to be delivered to each of the one or more devices.

101. The system according to claim 99, wherein an advertiser client is configured to generate, prior to soliciting the offer, the one or more constraints to be used in determining the one or more devices.

102. The system according to claim 101, wherein the estimated price is determined based on a degree of match between each of the one or more devices and the one or more constraints.

103. (Cancelled)

104. The system according to claim 105, wherein the one or more constraints define one or more delivery parameters a delivery parameter based on which advertisement is scheduled to be delivered to each of the one or more devices.

105. A computerized system for an advertiser, comprising:

an advertiser processor capable of providing one or more constraints which define desired characteristics of one or more devices; and

an advertiser client coupled to the advertiser processor, comprising:

a receiving component configured to receive an offer for transmitting an advertisement at an estimated price to the one or more devices based on the one or more constraints; the one or more constraints defining desired characteristics of the one or

32

more devices to whom the advertisement is to be delivered; the estimated price based on: individual prices for delivering the advertisement to each of the one or more devices; the individual prices based on an overall desirability for each of the one or more devices; the overall desirability based on at least one first and at least one second value, the at least one first value indicating the desirability of the one or more devices with respect to the one or more constraints from a content distributor's perspective, and the at least one second value indicating the desirability of the one or more constraints from an advertiser's perspective; and

an accepting component for accepting the offer over the network.

106. The system according to claim 105, wherein each first value is an index value for each constraint and each second value is a coefficient value for each constraint.

107-109. (Cancelled)